

## Baby Food and Drink - UK - May 2013

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*“Critically, only 30% of parents trust organic baby food over non-organic, suggesting the label is not doing enough to justify a price premium. Agreement falls to 24% of parents with a child aged under six months, suggesting that failure to win over these young parents could hinder future growth in organic baby food.”*

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- How can manufacturers improve parents' trust in pre-made baby food?
- How can organic brands increase engagement among parents of babies/toddlers?
- Which NPD areas offer potential in baby drinks?
- How can manufacturers benefit from the baby-led weaning trend?

The UK baby food, drink and milk market recorded a 53% leap in value sales between 2007 and 2012 to reach £617 million. This growth was primarily fuelled by price inflation – particularly within baby milk – as overall volume sales in the market climbed by 11% to 98 million kilograms over the period.

The baby boom years of 2010-13 are forecast to support overall volume sales in the market going forward, although a drive towards home-cooked baby food should offset this expanding user base.

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